



**Contact:** Jessica M. Salazar  
(816) 346-1346  
[JMSalazar@cmh.edu](mailto:JMSalazar@cmh.edu)  
[ChildrensMercy.org](http://ChildrensMercy.org)

**Children's Mercy Advice and Experts at Your Fingertips With New Apps**  
*Children's Mercy services go multimedia as it introduces three new iPhone Applications and a DVD to assist parents and first responders*

**Kansas City, Mo, - April 6, 2011-** Could your child's sneeze be an allergy? Does your infant's fever seem too high? How do you know when it's time to visit the Emergency Room? If you have children, then you need **CMH4YOU**, a new iPhone app with pediatric health advice brought to you by Children's Mercy Hospitals and Clinics. Children's Mercy launched mobile phone apps for Blackberry and Android phones in January 2011.

CMH4YOU provides fingertip access to our online health information that includes an extensive health library; first aid information; and "Healthy Kids" columns with practical advice about common childhood ailments, safety and prevention and other health topics. If Dr. Mom can't fix it, the app also includes directions and contact information for all 5 Children's Mercy locations. For community physicians and nurses, CMH4YOU provides fingertip access to our Physician Portal to refer patients, find pre-visit forms from more than 40 specialty clinics, find a physician and learn about CME opportunities. Medical staff can also access our nursing and medical education resources, medical education and alumni information with CMH4YOU.

The Children's Mercy [Section on Child Abuse and Neglect](#) released the interactive **CMH-UTHealth-MIC** (mechanisms of injury in children), an iPhone app that assists first responders to understand the mechanisms of severe injuries sustained by infants and young children. The MICs teach investigators, social workers and health care providers what information and details are needed to address the questions, "Is this injury suspicious for abuse?" And, "What tests and information do I need to address this possibility?" Each segment describes a specific injury and includes animations demonstrating one or more scenarios that reasonably explain the injury. Each injury section includes radiographs, associated clinical findings, diagnostic test data, and video clips of both accidental and inflicted mechanisms of injury to assist clinicians and investigators in determining the need for further evaluation of abuse. The program is also available on DVD or through organizational site licenses. This app was developed in conjunction with the University of Texas Health Science Center.

The Children's Mercy [Infectious Diseases](#) section and Evidence Based Practice group created and released **CAP Guideline**, an iPhone app that follows the hospital's community acquired pneumonia (CAP) clinical practice guidelines. The app was developed so clinicians would have easy access to evidence based guidelines on the management and treatment of children with community acquired pneumonia. The app

- more -

## **PAGE 2 - Children's Mercy Advice and Experts Now at Your Fingertips**

has an easy to use algorithm that guides clinicians in the appropriate workup and antibiotic management for ambulatory and inpatient CAP in children. In addition, quick views of antibiotic recommendations are provided in an easy to visualize table.

CMH4YOU and CAP Guideline are free apps, and can be downloaded from the Apple iTunes store, or through a link on the Children's Mercy website, [ChildrensMercy.org](http://ChildrensMercy.org). CMH-UTHealth-MIC is \$19.99, and can also be downloaded from the Apple iTunes store. Organizations can purchase the Mechanisms of Injury in Childhood DVD or site licenses at [Childrensmercy.org/MIC](http://Childrensmercy.org/MIC).

### **About Children's Mercy Hospitals and Clinics**

Children's Mercy Hospitals and Clinics, located in Kansas City, Mo., is one of the nation's top pediatric medical centers. The 314-bed hospital provides care for children from birth through the age of 18, and has been recognized by the American Nurses Credentialing Center with Magnet designation for excellence in nursing services, and ranked by *U.S. News & World Report* as one of "America's Best Children's Hospitals." Its faculty of 600 pediatricians and researchers across more than 40 subspecialties are actively involved in clinical care, pediatric research, and educating the next generation of pediatric subspecialists. For more information about Children's Mercy and its research, visit [childrensmercy.org](http://childrensmercy.org) or download our mobile phone app *CMH4YOU* for all phone types. For breaking news and videos, follow us on [Twitter](#), [YouTube](#) and [Facebook](#).

###